

Aspen Logan, Color Mill
Visit Fort Bragg
Project Management Proposal

	Proposed Action	PM role on the task	Hours Needed	2017/18	2018/19	2019/20
	Action Plan	Hourly rate is \$78.00				
	Action 1-9					
1	Branding <i>Defines the vision, story and look and feel of all marketing materials.</i>	Management of Branding Consultant throughout contract Administer meetings with consultant, Visit Fort Bragg and city staff Ensure branding message is infused into all other aspects of the Action Plan moving forward Continue management of branding along with consultant through duration of Action Plan to ensure consistency of branding	2 hours initial 8 hours per month Sept-Apr- 64 4 hours per month annually	\$ 5,148.00	\$ 3,744.00	\$ 3,744.00
2	Website <i>The website is the central marketing tool to inspire and influence visitors to stay in Fort Bragg.</i>	Prepare RFP, Manage selection of Consultant, Negotiate Contract, Manage consultant and work product throughout contract, pre-process invoices, ensure website is being effectively developed and updated upon development	RFP: 7 hrs creation; 6 hrs selection for review; 20 hours review w/committee Website: 8 hours per month for duration of project (6 months estimated) 2 hours per month making updates and monitoring performance after completion	\$ 2,574.00	\$ 4,680.00	\$ 1,872.00
3	Interactive and Social Media Marketing <i>Social media can be used to reach a vast array of potential visitors and drive visitors to FortBragg.com and the area.</i>	Manage development of annual campaign Facilitate and management of social media campaign Ensure branding is being effectively incorporated as appropriate	Initial campaign: 10 hrs annually Ongoing: 2 hrs per month	---	\$ 2,652.00	\$ 2,652.00
4	Content <i>Content development is a critically important component within the marketing mix for building awareness of Fort Bragg and its position as a comprehensive and enticing North Coast destination.</i>	Facilitate the procurement of consultant (not including RFP) Ensure branding is being effectively incorporated as appropriate Manage consultant through duration of project	6 hrs per mth (after website complete)	---	\$ 2,808.00	\$ 5,616.00
5	Advertising <i>Advertising messages should increase awareness and drive consumers to the website to be influenced to plan a trip to Fort Bragg.</i>	Prepare RFP, Manage selection of Consultant, Negotiate Contract, Manage consultant and work product throughout contract, pre-process invoices, ensure advertising expenditures are effective Ensure branding is being effectively incorporated as appropriate Manage consultant through duration of project	6 hrs per mth (after website complete)	---	\$ 2,808.00	\$ 5,616.00

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6	Public Relations & Media Outreach <i>Placement of stories, images, video in web and print build the brand to a larger audience. Goal is to drive traffic to Visit Fort Bragg website through media coverage, generate press of Fort Bragg in targeted regional markets and generate destination specific stories.</i>	Prepare RFP, Manage selection of Consultant, Negotiate Contract, Manage consultant and work product throughout contract, pre-process invoices, ensure public relations is effective Ensure branding is being effectively incorporated as appropriate Manage consultant through duration of project	6 hrs per mth (after website complete)	---	\$ 2,808.00	\$ 5,616.00
7	Collateral Materials <i>Use to attract potential visitors to FB and to assist visitors once they arrive to maximize their experience.</i>	Prepare RFP, Manage selection of Consultant, Negotiate Contract, Manage consultant and work product throughout contract, pre-process invoices, ensure colater material is effective. Facilitate the procurement of consultant (not including RFP) Ensure branding is being effectively incorporated as appropriate Manage consultant through duration of project	4 hrs per month (after website complete)	---	\$ 1,872.00	\$ 3,744.00
8	Special Events, Tours and Attractions <i>Special events, tours and attractions broaden the appeal of FB, attract new visitors and strengthen the visitor experience and thereby extend stays.</i>	Work with Visit Fort Bragg to select events for potential TOT funding.	4 hrs per month (after website complete)	---	\$ 1,872.00	\$ 3,744.00
	TOTAL			\$ 7,722.00	\$ 23,244.00	\$ 32,604.00
9	Project and Contract Management	Manage promotions and marketing efforts				
9.1	<i>Solicit, select and manage all consultants to complete tasks 1 through 9, including: develop all RFPs, negotiate contracts, manage consultants and work product, process invoices, evaluate performance</i>	Please see above for details on tasks 1-9 RFP development and procurement including creation, schedule, query response, review responses with stakeholders Process invoices through City of Fort Bragg Follow up	Hours calculated above	---	---	---
9.2	<i>Administer the Visit Fort Bragg Committee</i>	Facilitation of monthly meetings Follow up	14 hrs per month	\$ 6,552.00	\$ 13,104.00	\$ 13,104.00
9.3	<i>Report to City Council</i>	CDC Meeting attendance as required City Council Meeting attendance as required Presentations to City Council as appropriate	10 hrs annually	\$ 390.00	\$ 780.00	\$ 780.00
9.4	<i>Update the Promotions & Marketing Action Plan on a bi-annual basis with stakeholder input</i>	Review of the Action Plan, analyzing the tasks accomplished and assessing if what remains is still relevant	5 hrs annually	---	\$ 390.00	\$ 390.00
	TOTAL			\$ 6,942.00	\$ 14,274.00	\$ 14,274.00

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11	Tourism Industry Communication	Engage in ongoing communication with local stakeholders to keep them informed and involved in promotional efforts and activities.				
11.1	<i>Monthly email to stakeholders</i>	This can be set up as a monthly email blast sent out through something like Mail Chimp or Constant Contact and updated monthly with relevant information.	2 hrs per month	\$ 1,404.00	\$ 1,872.00	\$ 1,872.00
11.2	<i>In-person visits with lodging</i>	In-person visits to the hotels: discuss Action Plan progress as tasks are accomplished	1 hr per month	\$ 702.00	\$ 936.00	\$ 936.00
11.3	<i>Annual report</i>	Create an annual report that will increase awareness and educate stakeholders on the progress of the Action Plan	15 hrs annually	---	\$ 1,170.00	\$ 1,170.00
11.4	<i>Annual tourism luncheon (summit) to inform and educate the tourism serving industry & community about the performance of tourism in the local economy. This luncheon could include a review of past years' tourism activities, a guest speaker, networking opportunities, brainstorming etc</i>	Facilitate and lead gatherings as needed with stakeholders to disseminate information regarding the Action Plan and TOT allocations	10 hrs annually	---	\$ 780.00	\$ 780.00
11.5	<i>Gather story ideas from local businesses for promotional activities. Keep lines of communication open.</i>	Site visits to lodging and retail partners	Included in other sections	---	---	---
	TOTAL			\$ 2,106.00	\$ 4,758.00	\$ 4,758.00
12	Leisure Sales and Trade Shows					
12.1	<i>Develop a trade show booth</i>	Determine trade shows that would most effectively showcase Fort Bragg Set schedule for following year Coordinate creation of booth for multiple tradeshow per year (2-3)	35 hrs annually	---	\$ 2,730.00	\$ 2,730.00
12.2	<i>Attend consumer trade shows that focus on rural and coastal tourism. Attend the Bay Area Travel and Adventure show and the Sacramento International Sportsman's Expo Show.</i>	Volunteers will be procured. Daily rate will apply. Plus travel expenses.	Day Rate	---		
12.3	<i>Develop and distribute trade show giveaway items that promote the Fort Bragg brand</i>	Determine needs and facilitate creation of promotional items Distribution of items at trade shows through booth	2 hrs annually	---	\$ 156.00	\$ 156.00
12.4	<i>Develop an email database that can be used for future marketing efforts</i>	Develop database system to effectively track and organize mailing list Coordinate maintenance and manage data entry as needed	15 hours first year Maintenance: 2 hrs annually	\$ 1,170.00	\$ 156.00	\$ 156.00
12.5	<i>Support the North Coast Tourism council's efforts to increase international visitors to Fort Bragg</i>	Ensure Fort Bragg is being well represented in all publications and promotions	6 hrs annually	\$ 234.00	\$ 468.00	\$ 468.00
	TOTAL			\$ 1,404.00	\$ 3,510.00	\$ 3,510.00

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13	Strategic Alliances	Alliances and partnerships can leverage For Bragg's Resources. Utilize entire 95437 potential				
13.1	NCTC includes tourism organizations from around the North Coast region. It is designed to attract visitors to the entire region with a focus on international visitation.	Ensure Fort Bragg is being well represented in all publications and promotions	2 hrs first 6 mths 3 hrs annually	\$ 156.00	\$ 234.00	\$ 234.00
13.2	MCTC is responsible for promotion of the county including Fort Bragg. FB can work with MCTC to leverage public relations, leisure sales, advertising efforts.	Leverage the relationship with MCTC to ensure Fort Bragg promotion is properly represented through various marketing channels.	2 hrs first 6 mths 3 hrs annually	\$ 156.00	\$ 234.00	\$ 234.00
13.3	Leverage resources by cooperating with regional organizations like Visit Ukiah.	Leverage the relationship with Visit Ukiah	2 hrs first 6 mths 3 hrs annually	\$ 156.00	\$ 234.00	\$ 234.00
13.4	Arts and Culture Organizations to connect visitors with the local community and provide an authentic experience.	Leverage the relationship with local organizations	2 hrs first 6 mths 3 hrs annually	\$ 156.00	\$ 234.00	\$ 234.00
	TOTAL			\$ 624.00	\$ 936.00	\$ 936.00
14	Research Evaluation and Measurement	Evaluate performance to track and improve effectiveness				
	Evaluation should focus on: 1) program outcomes (web analytics); 2) the return on investment of the funds spent for marketing/promotion; and 3) destination performance (occupancy rates and TOT revenues). Develop and distribute a FB measurement dashboard and annual report. This dashboard and annual report should be comprehensive and include all measurements available for the destination including: 1. Website and social media analytics 2.Number of collateral materials distributed in and out of market 3. Number of articles and media placements 4. FB-wide lodging performance data: total room revenue, occupancy and total TOT collected 5. Continue to implement peridoic visitor profile	Analyze how to most efficiently and effectively organize data for use, tracking and implementation Use of software and detailed records to track data throughout the year Track financial data Compile and analyze data to show annual trends Give context to data	Initial analysis-10 hrs Maintenance- 3 hrs annually	\$ 780.00	\$ 234.00	\$ 234.00
	TOTAL			\$ 780.00	\$ 234.00	\$ 234.00
	Project Contingency (10% first year and 5% each subsequent year)			\$ 1,302.00	\$ 2,347.50	\$ 2,815.50
	TOTAL COST			\$ 20,880.00	\$ 49,303.50	\$ 59,131.50